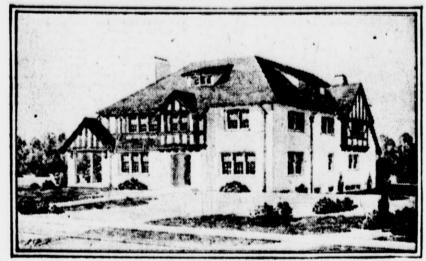
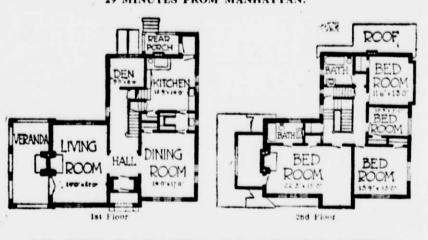
# Rent Efficiency

AT THE ESTATES OF GREAT NECK.



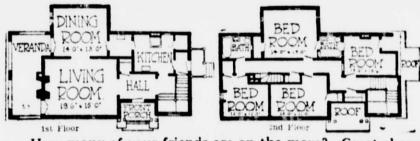
29 MINUTES FROM MANHATTAN.



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How many of your friends are on the move? Great changes are taking place on Manhattan Island; there is no "HOME ATMOS-PHERE" left. The tunnels and rapid transit bring the North Shore of Long Island within 30 minutes of the business, shopping and theatre districts of the city, just as accessible as the uptown residential section, and afford much more comfortable travelling than the present subway.

Home Ownership is simply a question of setting aside a fixed sum of money at stated intervals to be applied to the purchase price of a home. If you are a renter you are necessarily required to pay a month's rent in advance; then, why not apply this principle to the purchase of a home?

We have a plan of financing the purchase of homes and home-sites upon our various properties, and are prepared now to submit to prospective buyers this plan, whereby the purchaser, by making a small initial cash payment, may have a guaranteed deed, move into the selected home at once and pay the balance of the purchase price in monthly instalments, securing a home free and clear in from three to ten years.

Success in business is attained through efficiency. Apply the same principle to rent payment, and, instead of adding to your stack of rent receipts, conserve that money and what additional you can conveniently save for home

Let us demonstrate Rent Efficiency by sending you a copy of a reprint from the Craitsman Magazine, which cites the example of one of our many delighted clients whose payments for his home on our Bayside-Flushing property are \$300 per year less than was his apartment rent in the City. Ten years from his initial payment his home will be entirely paid for, and its value far greater than the cost.

Home ownership compels thrift, and the advantage over depositing savings in the Savings Bank is that both your present rent as well as surplus earnings are accumulated for your own benefit in the same class of security the Savings Bank loans money on, and your investment far more profitable than the interest of Savings Banks. Ponder on this: A judicious home investment may prove more profitable than a lifetime's savings.

Visit the North Shore of Long Island, within the City Limits and beyond. Its accessibility, healthfulness and beauty of elevated landscapes, indented by the numerous bays of Long Island Sound, will appeal to you. The highly restricted developments, such as Bayside-Flushing (within the City Limits) and Estates of Great Neck (just over the City Line) on Little Neck Bay, insure permanency of the home environment desired. The rapid transit being provided by the Long Island Division of the Pennsylvania Railroad makes it the ideal all-year-round residential

The prices are right, very low, in fact, when compared to land the same distance in any other direction from Manhattan, and an excellent investment when you consider that there is a greater rate of increase of population Long Islandward than elsewhere, as indicated by the 45% increase in building construction last year, as compared to a decrease in Brooklyn and The Bronx, and an increase of only 2% in Man-

In addition to the millions of dollars spent by the Pennsylvania Railroad. your investment would be secured by the millions being expended by the City for roadways, sewer improvements and rapid transit. 110 miles of roads have been paved with asphalt macadam the past year, and the North Shore area is included in the Dual Subway System, with the exceptional advantage of alternate trains of the Interboro and Brooklyn Rapid Transit systems, insuring rapid transit to all sections of Greater New York for a 5c fare.

#### THINK THIS OVER AND INVESTIGATE

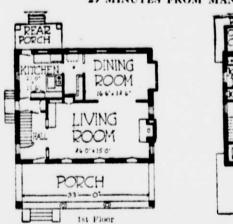
The welfare of your family, if not personal choice, should impel you to locate in the better social and wholesome influences of countryhome life. No one ever thinks of calling an apartment his HOME. Centrast the neighborliness of your present environment with what you once knew as HOME, and you will have a livelier sense of duty to your wife and children.

We are splendidly equipped to co-operate with you in selecting the site and planning the house.

#### AT THE ESTATES OF GREAT NECK.

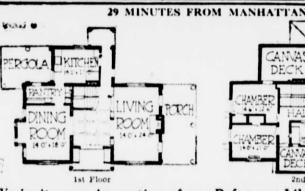


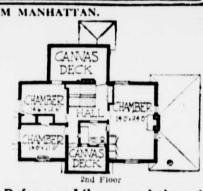
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We invite your inspection of our Reference Library and the collection of enlarged photographs of our developments and the actual residences completed and occupied up to the present time. Our Reference Library catalogue of all books pertaining to architecture in the building of suburban and country houses and bungalows of frame, half-timber, brick, concrete and stucco; and also on house planning, decorations and landscape gardening will be sent free

If you are planning a building operation, or if you are interested in any phase of country living, you will find this catalogue of permanent value. Write for it TO-DAY.

### Telephone 3620 Madison McKNIGHT REALTY CO. 347 Fifth Ave., New York

building. California is losing its prestige. however, to the bungalow colonies that have sprung up in the East in the last half have sprung up in the East in the last half dozen years. Bungalows have been erected in the vicinity of New York that would fit in the best bungalow colony in California or anywhere else. Though the bungalow here is not more than in its infancy. galow here is not more than in its infancy. such great progress has been made that New York is one of the greatest bungalow sections of the United States.

The experiences of the Californians have been utilized and the good points of the India bungalow have been copied by the men who have put the East among the foremost bungalow places.

When developers took up the building of bungalows they naturally looked to California for their ideas. One company which has 1,000 acres down on the south shore of Long Island sent a photographer through the Golden State popping every bungalow that he could find. Probably several thousand dollars were spent on photographs. Bungalows similar to those photographed were erected, but the photographed were erected, but the elements soon made it evident that this was not the sort of house that was best the over \$6,000, has two front porches.

New Jersey or Connecticut or any other section this far from California. The down. The dows ction this far from California. California bungalow was particularly of

made it possible for many to own a house profile.

The house had to be built to withstand the severe climate of New York. It had to be a little to have all the cooling features of the massive apartment house. To combine these features without sacrificing the lines of the California bungalow was the problem that confronted builders here. With the aid of the best architectural and building minds in this part of the country the problem was solved and the bungalows that one sees now through Long Island, New Jersey and other parts of our suburbs are the best constructed and finest, it is said, that are to be found anywhere.

It has been made an all year round house. This was not true of early bungalows that were built here. The bungalows was then looked upon as a summer camp to be used during the sultry months. There are any number of these costly using the used for gardens. They are built to suit the taste of their owner.

The boak to nature movement was in full swing then and builders got the idea that rustic houses would be just the thing,

so rustic bungalows were built and sold readily. But people used to city life soon tired of looking at the slab side walls. plaining.

It was not until the leading developers

of this class of house

It was not until the leading developers took up the building of this class of house that New York got an idea of the beauty comfort and cheapness of the bungalow. The best architects were employed to design the houses, and the result is that we have the beauty of the California or India house with all the durability necessary for this climate.

In many of the houses erected during the last two years there are two floors. On the ground floor are the living rooms and one or two bedrooms and the second floor is all bedrooms. The plan of having all the rooms on one floor did not appeal to many persons, because there were not enough sleeping rooms.

A maximum amount of porch is provided both in the front and rear. There is a house in one of the big developments which is considered one of the best arranged moderate priced houses here-

California bungalow was particularly of California, and the Eastern builders had to solve the problems that the Californians were confronted with when they brought the bungalow idea from the land of its origin.

The house had to be built to withstand the cheapness of the bungalow has made it possible for many to own a house to whom such a luxury otherwise would be impossible. With all the features and control of the cheapness of the bungalow has made it possible for many to own a house to whom such a luxury otherwise would be impossible. With all the features and In the California house little provision

land about it. Economists say that the introduction of the bungalow was a godsend to the American housewife because, it gave her more time for her family and for recreation by eliminating a lot of house drud

WHITE DOOR SETTLEMENT HOME

linton Street House Purchased Yes-

Title was taken yesterday to 211 Clinton street by the White Door Settlement and all future possibility of this charity being wiped out through the sale of its home was removed. The purchase price was \$25,000, subject to an existing mortgage of \$12,000. For more than a year women interested in the vent the sale of the property for busi-

Although the sum asked was a large one for the women interested to raise,

ganized fifteen years ago at its present location by Mrs. Sarah J. Bird as a place for healthful enjoyment for the children of the neighborhood. In this period it has aided annually approximately 60,000 mothers and children.

## NEW POST OFFICE

Continued from First Page.

galleries throughout the building, all 5,000,000 pieces a day.

roll to all parts of the States. The platform contains things that

two elevators and pneumatic tubes, trucks from the basement to the floors NEW HOUSE FOR ITALIAN CLUB There are buckets which scoop up the above. mail from incoming trains to the main | Part of this basement floor has been \$6,000,000 WONDER working hoor and there is a vacuum while the post office was built around of dust and a score of other things it. of lesser importance, yet a part of the great machinery that has been as- It will clean the building and mail sembled back of the great steps that pouches at the same time, thereby front on Eighth avenue.

of which are connected. The gallery working platform and others come down ing of the pouches is an idea that has that crosses and recrosses over the main from the main working floor. Pouches been taken from the London post ofworking room, however, is one of the come down through the rotary slides fice. In the new post office the bags wonders of the building and it speaks onto a belt conveyor about two feet will be thrown into a room in which well for the ingenuity of the architects wide. From the working room the there is an apparatus in who devised the network of passages travel of every pouch is controlled. It of a great wheel, which will take them by which Uncle Sam is to supervise the pouch is intended for a car stand- up and beat the dust out of them. the distribution of the mails, which it ing at a platform fifty feet out, by About 1,000 bags can be cleaned in an as been estimated will amount to about setting a mechanism called a tripping hour or so, it has been said. The dust noon,000 pieces a day.

To the rear of the main working room is tripped and slides into the car. The the vacuum system through a hole in s the platform on which is received conveyor travels at the rate of 250 feet the ceiling of the room. mail from wagons. This platform is a minute and is capable of carrying the under the building and extends nearly heaviest mail bag from working room by the postal authorities. There will the entire length of it. It is about 50 to trian in thirty seconds. There are be no Federal courts, as in the old feet wide and is paved the entire length five of these conveyors extending out building. The basement is to be used with wood blocks. Hanging over the from the floor of the basement and for the distribution of the second class private street, which runs from Thirty- about thirty feet over the tracks. The first to Thirty-third, is a glass marquee, platforms on which they are built are the main corridor in the centre of the poposite is a tall iron railing topped reserved for the exclusive use of the building. His public office will be in with stained glass lamps; beyond that post office. They are served by six the centre. To the north of that will the pit, thickly webbed with steel tracks and can accommodate twenty- be his private office. The rest of the ribs, over which the Pennsylvania trains six cars. These conveyors are for out. Eighth avenue frontage will be taken

going mail. have never been seen before. At inter-vals of twenty feet or more at the edge taken from the trains by manual labor money department. At the Thirty-first are steel houses into which the heavy and dumped into hoppers which con- street end of the floor will be the mail bags are tossed when taken from vey it to a belt subway under the train registry division. The third floor will the trucks. The bags slide down to platforms. The bag is pushed on the basement, where they are distrib- belt by a piston or pneumatic ram tors and railway mail service. uted for sorting. Then there are elec- which is so regulated with the other ric trucks with a capacity of more rams along the platform that no pouch it has no foundation, that is, it rests than a ton and a quarter for carrying is displaced by another as it passes on steel beams hold up over the railroad pouches to the various drops on the along. The bags are carried along to tracks by pillars. These beams are about platform or into the main working one of the platforms reserved for mail twelve feet deep and four feet across, There are electric indicators and there slide up on a clever me- enclosed in concrete. On these arches which tell the location of outgoing chanical device called an automatic tilt- rest tons of humanity, steel, iron, grautrains, the arrival of incoming trains ing tray. The pouches are tilted into a ite, brick and mail. and the time that trains will leave, bucket which carries them to the base There is a complete system of signals ment floor or to the main floor at the FIFTY-FIRST STREET FACTORY. telling the movement of trains. Down in the basement is the mechanism that some idea of the size of these buck-

in the basement is the mechanism that has made it possible for the postal authorities to handle so much mail and with lightning speed, permitting train mails to remain open until a few minutes before the train pulls out of the station.

Some idea of the size of these buch that each of the size of the size of these buch that each of the size of the size

Several rotary slides run from the who must handle the mail. The clean-

The building will be used entirely mail. The postmaster's suite is over be his private office. The rest of the Eighth avenue frontage will be taken by the offices of the heads of the owns the five story flat at 649 Amsterdam For incoming mall there are plunger various departments and on the inner

A feature of this structure is that

On the north side of Fifty-first street.

The Italian National Club, which is composed of Italian merchants, bankers working floor and there is a vacuum in use for some time. It was being used and operatic stars, has leased the four 121 West Forty-eighth street for a new clubhouse for ten years. The club ing the property within a specified time. The organization, which is a social one, and not limited to Italians, is now located in leased quarters at 11 West Forty-fourth street, which it took after having its first home in West Sixteenth street opposite the New York Hospital. and not limited The change was necessary because of the increasing membership and because of the intention of the owner to alter the For-ty-fourth street building into lofts. About \$50,000 is to be expended in fitting ne dwellings for club purposes. The ouses will be connected and plans are now being prepared by Ogden, Pryor & Day, architects, for rebuilding the facade so that the two dwellings will look like a single structure. The dwellings are a single structure. The dwellings are owned by Matthias Nicoll and the Century Holding Company.

> NEW CENTRAL BAPTIST CHURCH. The Central Baptist Church is the buyer of the dwelling at 164 West Ninety-second street, which adjoins the church at the southeast corner of Amsterdam avenue, avenue and now controls a plot fronting 91.6 feet on the avenue and 115.5 feet on the street. It is the intention of the church to improve the entire plot with a large edifice, which will be the principal worshipping place for Baptists on the up-

> > 171ST STREET BUILDING.

Emery Roth has filed plans for the construction of a two story store and dwelling on the north side of 171st street, 100 feet west of Amsterdam avenue, for the Brown Weiss Realty Company. It will have a frontage of 23.8 feet and a depth of \$5 feet and has been estimated to cost

P. S. C. BUYS IN NEWARK.

Louis Schlesinger has sold for Moses